

UNLIMITED

1ST QTR. 1996 MEDIA PLANNING BRIEF

ADVERTISING OBJECTIVES

- To introduce the Marlboro Unlimited gear and continue to build program awareness.

BUDGET

- *The working media budget is \$11.2 million.*

AUDIENCE

- The audience is comprised of AS 21-34 with an emphasis on YAMS 21-24 and a secondary emphasis on YAFS 21-24.
- Male/Female skew: 60%/40%.
- Note that coverage of Adult Hispanic Smokers 21-34 is covered in the Hispanic Media brief.

GEOGRAPHY

- Advertising is national.

MEDIA SELECTION

Magazines

- Magazines that were used for the 1995 Unlimited program, as well as magazines that ran 1994 and 1993 MCS media delivered programs, should be considered -- taking into account historical redemption rates. The recommended list, however, should not be limited to this consideration set.
- Selection should be based on the following:
 - Primary:
 - Appeal of Editorial Environment and Selectivity/CPM against MS 21-34 and FS 21-34 with an emphasis on YAMS 21-24.
 - Secondary:
 - Appeal of Editorial Environment and Selectivity/CPM against YAFS 21-24.

ROP

- Explore blowing the retail catalog into paid Alternative ROP. Also determine the feasibility of a much broader use of this form of delivery. Key issue, prior to developing this section of the plan, is whether the newspapers can accommodate the insert.

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- The vehicles to consider are:
 - Bulletins (including die-cuts) -- 20 x 50's and 14 x 48's (1/3 -1/2).
 - Squares
 - 30-Sheet.
 - Taxi Tops--100% of Marlboro and Corporate Pool taxis in New York and Boston; take-over of Corporate Pool inventory must be cleared with Premium brands.
 - Bus Shelters.

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- Showing sizes should be grouped according to the tier that the market falls into:

Tier I:	75 Showing.
Tier II:	50 Showing.
Tier III:	50 Showing

SCHEDULING

Print

- *Magazines*

Advertising is to be scheduled in February monthlies going on-sale no sooner than January 8th and January weeklies going on-sale the week of January 15th.

- *ROP*

Advertising is to be scheduled in sequence with the magazine schedule.

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- Advertising to begin January 15th and run through February 15th.

CIRCULATION OBJECTIVE

- 26.0MM.

PRINT CREATIVE

- Magazine insert TBD (week of 9/11)
- The insert for Alternative ROP is the retail catalog.

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